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ALEXANDRIA	A, VA 22320		ART UNIT PAPER NUMBER	
			3628	•
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Please find below and/or attached an Office communication concerning this application or proceeding.

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·		Application No.	Applicant(s)				
Office Action Summary		09/802,844	OHTA, TADASHI				
		Examiner	Art Unit				
		Akiba K. Robinson-Boyce	3628				
The MAILING D Period for Reply	ATE of this communication a	ppears on the cover sheet wi	th the correspondence ac	Idress			
WHICHEVER IS LON - Extensions of time may be a after SIX (6) MONTHS from - If NO period for reply is spec - Failure to reply within the set	GER, FROM THE MAILING vailable under the provisions of 37 CFR the mailing date of this communication. ified above, the maximum statutory perior or extended period for reply will, by stat fice later than three months after the mail	PLY IS SET TO EXPIRE 3 MC DATE OF THIS COMMUNIC 1.136(a). In no event, however, may a record will apply and will expire SIX (6) MON tute, cause the application to become AB illing date of this communication, even if the second	CATION. eply be timely filed THS from the mailing date of this c ANDONED (35 U.S.C. § 133).	•			
Status		,					
1)⊠ Responsive to c	ommunication(s) filed on <u>02</u>	November 2006.					
2a)⊠ This action is FI	NAL . 2b) ☐ Th	nis action is non-final.					
3) Since this applic	S) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is						
closed in accord	lance with the practice under	r <i>Ex parte Quayle</i> , 1935 C.D	. 11, 453 O.G. 213.				
Disposition of Claims							
4)⊠ Claim(s) <u>1-11 aı</u>	4)⊠ Claim(s) <u>1-11 and 20-40</u> is/are pending in the application.						
4a) Of the above	claim(s) is/are withdo	rawn from consideration.	•				
5) Claim(s)	is/are allowed.	•					
6)⊠ Claim(s) <u>1-11, 2</u>	<u>0-40</u> is/are rejected.	•		•			
7) Claim(s)	is/are objected to.						
8) Claim(s)	are subject to restriction and	l/or election requirement.					
Application Papers							
9) The specification	is objected to by the Exami	ner.					
·	•	ccepted or b) objected to t	by the Examiner.				
		ne drawing(s) be held in abeyan					
Replacement drav	ving sheet(s) including the corre	ection is required if the drawing(s) is objected to. See 37 Cl	FR 1.121(d).			
11)☐ The oath or decla	aration is objected to by the	Examiner. Note the attached	Office Action or form P1	ГО-152.			
Priority under 35 U.S.C.	§ 119			•			
12) Acknowledgmen	t is made of a claim for foreig	gn priority under 35 U.S.C. §	119(a)-(d) or (f).				
	ne * c)□ None of:	g., p.,, a.,					
	copies of the priority docume	ents have been received.		i.			
		nts have been received in Ap	pplication No				
3. Copies of	the certified copies of the pr	iority documents have been	received in this National	Stage			
application	n from the International Bure	eau (PCT Rule 17.2(a)).					
* See the attached	detailed Office action for a li	st of the certified copies not i	received.	•			
Attachment(s)	·						
1) Notice of References Cite			ummary (PTO-413)				
 Notice of Draftsperson's P Information Disclosure State 	atent Drawing Review (PTO-948))/Mail Date formal Patent Application				
Paper No(s)/Mail Date		6) Other:					

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DETAILED ACTION

Status of Claims

Due to communications filed 11/2/06, the following is a non-final office action.
 Claims 1 and 38 have been amended. Claims 12-19 have been cancelled. Claims 1-11 and 20-40 are pending in this application and have been examined on the merits.

Claim Rejections - 35 USC § 103

- 2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:
 - (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.
- 3. Claims 1-11, and 20-40 are rejected under 35 U.S.C. 103(a) as being unpatentable over Fredlund et al (US 6,154,295), in view of Nardozzi et al (US 6,636,837).

As per Claim 1, Fredlund et al discloses a print service comprising:

A digital image data receiver that directly receives the digital image data from a source of the digital image data via a wired or wireless communication line, (Col. 2, lines 29-30, shows scanning of the visible images to create a digital image file, also as shown in Fig 4, where the computer represents the digital image data receiver, and the scanner is the source, where the scanner is connected to the computer via wired communication);

a recorder (26, computer) that records reception date of an order from the user and data identifying the user (col. 3, lines 28-39);

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a receiver that receives a present print order from a user, (col. 2, lines 35-38, ordering photographic prints for the customer's home to the photofinisher);

a checker that checks whether or not the reception date of the present print order is within a predetermined period of a reception date of a previous order from the same user in a record recorded in the recorder, (col. 3, lines 41 -57); and

a charge determiner that determines a print charge of the present print order...if the checker finds in the record the previous order from the same user within the predetermined time period, (col. 3, lines 41-57),

wherein a plurality of predetermined periods are prepared in the checker (col. 4, lines 24-55),

and the charge determiner deducts a different predetermined amount for each of the plurality of predetermined time periods, (col. 3, lines 28-57, and line 4, lines 39-55),

Fredlund et al does not disclose the system that provides a discount to the repeating customer regardless of a content of the previous order by deducting a predetermined amount regardless of a content of the pervious order.

However, Nardozzi et al. teaches, for a method and system for ordering photofinishing goods and services. This invention provides an incentive (or promotional discount) to the customer who previously used or ordered before regardless of a content of the previous order (col. 9, lines 18-52).

Since Nardozzi et al. and Fredlund et al. are both from the same field of endeavor of providing an incentive to the customer who previously used or ordered the service, the purpose disclosed by Nardozzi et al. would have been well recognized in

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the pertinent field of Fredlund et al.

Accordingly, it would have been obvious at the time the invention was made to a person having ordinary skill in the art to modify the invention of Fredlund et al. such that the invention provides a discount to the repeating customer who previously used or ordered regardless of a content of the previous order, as taught by Nardozzi et al, for the purpose of encouraging the customer to keep using and ordering the services in the future.

As per Claim 2, the modified system of Fredlund et al further discloses: wherein the predetermined period is less than one month (col. 3, lines 50-51).

As per Claim 3, the modified system of Fredlund et al further discloses:

wherein the checker includes a comparator that compares the user of the order of this time with the data identifying the user in the record (see the database and computer in Fig. 1 of Fredlund et al. to process the data to identify the user).

As per Claim 4, the modified system of Fredlund et al further discloses:

wherein the checker includes a comparator that finds out a relationship between the data of the order and the reception data in the record in view of the predetermined period, (Fig. 1 and col . 3, lines 41-57, col. 6, lines 21-35).

As per Claim 5, the modified system of Fredlund et al further discloses:

wherein the comparator includes an adder that adds the predetermined period to the reception date in the record to compare it with the date of the order of this time (col. 4, lines 39-55).

As per Claim 6, the modified system of Fredlund et al further discloses:

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wherein the comparator includes a subtractor that subtracts the predetermined period from the date of the order of this time to compare it with the reception date in the record, (col. 3, lines 41-57).

As per Claim 7, the modified system of Fredlund et al further discloses:

wherein the comparator includes a finder that finds a period between the date of the order of this time and the reception date in the record to compare it with the predetermined period (col. 3, lines 28-57, and line 4, lines 39-55).

As per Claim 8, the modified system of Fredlund et al further discloses:

wherein the checker checks up if the user used the same print service within the predetermined period, (col. 3, lines 41 -57).

As per Claim 9, the modified system of Fredlund et al further discloses:

the print service further comprising a reception that receives the order, wherein the checker checks up if the order is through the same reception within the predetermined period (col. 3, lines 28-57, and line 4, lines 39-55).

As per Claim 10, the modified system of Fredlund et al further discloses:

wherein the contents to be recorded by the recorder are attached to the digital image data, (col. 4, lines 24-38).

As per Claim 11, the modified system of Fredlund et al further discloses: wherein the contents to be recorded by the recorder are embedded in the

As per Claim 20, Fredlund et al. discloses a system comprising:

digital image data (col. 3, lines 28-39).

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A digital image data receiver that directly receives the digital image data from a source of the digital image data via a wired or wireless communication line, (Col. 2, lines 29-30, shows scanning of the visible images to create a digital image file, also as shown in Fig 4, where the computer represents the digital image data receiver, and the scanner is the source, where the scanner is connected to the computer via wired communication);

a recorder (26, computer) that records data identifying the user, (col. 3, lines 28-39);

a receiver that receives a present print order from the user, (col. 2, lines 35-38, ordering photographic prints for the customer's home to the photofinisher);;

a checker that checks whether or not the user used the same laboratory system before according to the record (col. 3, lines 41 -57);

a determiner that determines the print charge on the order of time in response to the checker (col. 3, lines 41-57); and

a reporter that reports the outcome of the determiner to a service front that contacts the user (62 in Fig. 1).

Fredlund et al does not expressly disclose the system that performs a check regardless of a content of the present print order.

However, Nardozzi et al. teaches, the system that performs a check regardless of a content of the present print order, (col. 3, lines 20-33, shows providing of an initial product offering, where the product offering represents the present print order, and analyzing the order based on the collection of order information with respect to orders

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placed at the kiosk, and not the content of the order information since the content information is then analyzed after it is collected, in this case the check is done through collection on an initially offered product).

Since Nardozzi et al. and Fredlund et al. are both from the same field of endeavor of providing an incentive to the customer who previously used or ordered the service, the purpose disclosed by Nardozzi et al. would have been well recognized in the pertinent field of Fredlund et al.

Accordingly, it would have been obvious at the time the invention was made to a person having ordinary skill in the ad to modify the invention of Fredlund et al such that the invention that performs a check regardless of a content of the present print order, as taught by Nardozzi et al, for the purpose of encouraging the customer to keep using and ordering the services in the future.

As per Claim 21, the modified system of Fredlund et al further discloses the system, wherein the determiner deducts a predetermined amount from the print charge on the order of this time regardless of that on the previous order by the same user if it is confirmed by the checker that the user used the same laboratory system before (col. 3, lines 40-57).

As per Claim 22, the modified system of Fredlund et al further discloses:

wherein the service front is separate from the laboratory (Figs. 1, 4).

As per Claim 23, the modified system of Fredlund et al further discloses:

wherein the checker checks up if the data identifying the user same as that of the order time has been recorded before (col. 3, lines 28-57, and line 4, lines 39-55).

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As per Claim 24, the modified system of Fredlund et al further discloses:

including a second recorder that records the service front receiving the order, wherein the recorder reports the service front recorded in the second recorder (Figs. 1, 4, col. 3, lines 28-57, and Col 4, lines 39-55)

As per Claim 25, the modified system of Fredlund et al further discloses:

including a second recorder that records the service front in charge of the delivery of the prints to the user, wherein the recorder reports the service front recorded in the second recorder (col. 3, lines 28-39).

As per Claim 26, the modified system of Fredlund et al further discloses: wherein the contents to be recorded by the recorder are attached to the digital image data (Col 4, lines 39-55).

As per Claim 27, the modified system of Fredlund et al further discloses: wherein the contents to be recorded by the recorder are embedded in the digital image data (Col 4, lines 39-55).

As per Claim 28, Fredlund et al. discloses a system comprising:

- a first recorder that records data identifying the user (see Figs. 1, 4);
- a second recorder that records...the given laboratory system, (Figs 1 and 4, w/ col. 3, lines 28-39);
- a receiver that receives a print order from the user, (col. 2, lines 35-38, ordering photographic prints for the customer's home to the photofinisher);

a checker that checks whether or not the user used the same service front before according to the record of the first recorder, (col. 3, lines 41 -57); and

a determiner that determines the print charge on the order of this time in response to the checker..., (col. 3, lines 41-57).

Fredlund et al. does not expressly disclose a plurality of laboratory systems, but does disclose a laboratory system where a user can place a print order as shown above in col. 2 lines 35-38).

However, Nardozzi et al discloses:

a plurality of laboratory systems, (col. 15, lines 4-5, where it is disclosed that the photofinishing goods/services are displayed in a plurality of kiosks). Nardozzi et al disclose this limitation in an analogous art for the purpose of showing that a user can display photofinishing goods/services in more than one location.

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to incorporate a plurality of laboratory systems with the motivation of allowing a user to select a location of processing print orders.

Fredlund et al. does not expressly disclose recording a name of the laboratory, but does teach recording and identifying the digital image file from which the index print was made.

However, Nardozzi et al. teaches recording a name of the laboratory, (Col. 7, lines 56-59, shows that upon receiving an order the name of the identified store is recorded). Nardozzi et al discloses this limitation in an analogous art for the purpose of showing that information recorded upon making an order is used for further processing the order.

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It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to record a name of the laboratory with the motivation of documenting the name of the place where the photos are processed into the system for later retrieval.

Fredlund et al. does not expressly disclose the system that determines regardless of a content of the previous order or a record.

However, Nardozzi et al. teaches, for a method and system for ordering photofinishing goods and services, that the invention provides an incentive (or promotional discount) to the customer who previously used or ordered before regardless of a content of the previous order (col. 9, lines 18-52).

Since Nardozzi et al. and Fredlund et al. are both from the same field of endeavor of providing an incentive to the customer who previously used or ordered the service, the purpose disclosed by Nardozzi et al. would have been well recognized in the pertinent field of Fredlund et al.

Accordingly, it would have been obvious at the time the invention was made to a person having ordinary skill in the art to modify the invention of Fredlund et al. such that the invention that determines regardless of a content of the previous order or a record, as taught by Nardozzi et al, for the purpose of encouraging the customer to keep using and ordering the services in the future.

As per claim 29, the modified system of Fredlund et al further discloses:

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a requester that requests printing of the present print order by the given laboratory system based on a record recorded by the second recorder (see Fig. 4 and col. 3, lines 28-57, and Col 4, lines 39-55).

As per Claim 30, the modified system of Fredlund et al. further discloses:

a second receiver that receives a report of a printing charge determined by the given laboratory system, and a charging system that charges the user the total amount of the given laboratory system printing charge and the print charge determined by the charge determiner (see "62" in Figs. 1 and 4 and the descriptions).

As per Claim 31, the modified system of Fredlund et al. further discloses:

wherein the print service front acts as a reception site that receives an order for printing images from the user (Figs. 1 and 4).

As per Claim 32, the modified system of Fredlund et al. further discloses:

wherein the print service front acts as a delivery site that delivers the print output to the user, (see Figs. 1 , 4 for the delivery).

As per Claim 33, the modified system of Fredlund et al. further discloses:

wherein the determiner determines lower charge if it is confirmed by the checker that an order from the same user was received within a predetermined period prior to the order of this time (col. 3, lines 28-57, and Col 4, lines 39-55).

As per Claim 34, the modified system of Fredlund et al. further discloses: wherein the predetermined period is less than one month (col. 3, lines 28-57). As per Claim 35, the modified system of Fredlund et al. further discloses:

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wherein the checker checks up if the data identifying the user same as that of the order time has been recorded before (col. 3, lines 28-57).

As per Claim 36, the modified system of Fredlund et al further discloses: wherein the contents to be recorded by the first and second recorders are attached to the digital image data (Col 4, lines 39-55).

As per Claim 37, the modified system of Fredlund et al further discloses: wherein the contents to be recorded by the first and second recorders are embedded in the digital image data (Col 4, lines 39-55).

As per Claim 38, the modified system of Fredlund et al further discloses:

a digital image data receiver that directly receives the digital image data from a source of the digital image data via a wired or wireless communication line, (Col. 2, lines 29-30, shows scanning of the visible images to create a digital image file, also as shown in Fig 4, where the computer represents the digital image data receiver, and the scanner is the source, where the scanner is connected to the computer via wired communication);

a recorder, (26, computer) that records a reception date of orders received from users and data identifying each user, (col. 3, lines 28-39);

a receiver that receives a present print order from a user, (col. 2, lines 35-38, ordering photographic prints for the customer's home to the photofinisher); and a charge determiner that determines a print charge of the present print order by

deducting a predetermined amount..., based upon a record recorded in the recorder, that the reception date of the present print order is within a predetermined time period of a reception date of a previous order from the same user, (col. 3, lines 41-57),

wherein a plurality of predetermined periods are prepared, (col. 4, lines 24-55), and the charge determiner deducts a different predetermined amount for each of the plurality of predetermined time periods, (col. 3, lines 28-57, and line 4, lines 39-55),

Fredlund et al does not disclose the system that makes a determination regardless of a content of the previous order by deducting a predetermined amount regardless of a content of the pervious order.

However, Nardozzi et al. teaches, for a method and system for ordering photofinishing goods and services. This invention provides an incentive (or promotional discount) to the customer who previously used or ordered before regardless of a content of the previous order (col. 9, lines 18-52).

Since Nardozzi et al. and Fredlund et al. are both from the same field of endeavor of providing an incentive to the customer who previously used or ordered the service, the purpose disclosed by Nardozzi et al. would have been well recognized in the pertinent field of Fredlund et al.

Accordingly, it would have been obvious at the time the invention was made to a person having ordinary skill in the art to modify the invention of Fredlund et al. such that the invention makes a charge determination to the repeating customer who previously used or ordered regardless of a content of the previous order, as taught by Nardozzi et

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al, for the purpose of encouraging the customer to keep using and ordering the services in the future.

As per Claim 39, the modified system of Fredlund et al further discloses:

a digital image data receiver that directly receives the digital image data from a source of the digital image data via a wired or wireless communication line, (Col. 2, lines 29-30, shows scanning of the visible images to create a digital image file, also as shown in Fig 4, where the computer represents the digital image data receiver, and the scanner is the source, where the scanner is connected to the computer via wired communication);

a recorder, (26, computer) that records data identifying the user, (col. 3, lines 28-39);

a receiver that receives a present print order from the user, (col. 2, lines 35-38, ordering photographic prints for the customer's home to the photofinisher);

a determiner that determines a print charge for the present print order based on a determination as to whether or not the user has previously ordered a print with the same laboratory system...and based on a record recorded by the recorder, (col. 3, lines 41-57); and

a reporter that reports the outcome of the determiner to a service front that delivers the print to the user, (62 in Fig. 1).

Fredlund et al does not expressly disclose the system that makes a determination regardless of a content of the present print order.

However, Nardozzi et al. teaches, the system that makes a determination regardless of a content of the present print order, (col. 3, lines 20-33, shows providing of an initial product offering, where the product offering represents the present print order, and analyzing the order based on the collection of order information with respect to orders placed at the kiosk, and not the content of the order information since the content information is then analyzed after it is collected, in this case the check is done through collection on an initially offered product).

Since Nardozzi et al. and Fredlund et al. are both from the same field of endeavor of providing an incentive to the customer who previously used or ordered the service, the purpose disclosed by Nardozzi et al. would have been well recognized in the pertinent field of Fredlund et al.

Accordingly, it would have been obvious at the time the invention was made to a person having ordinary skill in the ad to modify the invention of Fredlund et al such that the invention that performs a check regardless of a content of the present print order, as taught by Nardozzi et al, for the purpose of encouraging the customer to keep using and ordering the services in the future.

As per Claim 40, the modified system of Fredlund et al further discloses:

- a first recorder that records data identifying the user, (see Figs. 1, 4);
- a second recorder that records...the given laboratory system, , (Figs 1 and 4, w/ col. 3, lines 28-39);

a receiver that receives a present print order from the user, (col. 2, lines 35-38, ordering photographic prints for the customer's home to the photofinisher); and

a charge determiner that determines the print charge of the present print order based on a determination as to whether or not the user has previously ordered prints with the same print service front according to the record recorded by the first recorder..., (col. 3, lines 41-57).

Fredlund et al. does not expressly disclose a plurality of laboratory systems, but does disclose a laboratory system where a user can place a print order as shown above in col. 2 lines 35-38).

However, Nardozzi et al discloses:

a plurality of laboratory systems, (col. 15, lines 4-5, where it is disclosed that the photofinishing goods/services are displayed in a plurality of kiosks). Nardozzi et al disclose this limitation in an analogous art for the purpose of showing that a user can display photofinishing goods/services in more than one location.

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to incorporate a plurality of laboratory systems with the motivation of allowing a user to select a location of processing print orders.

Fredlund et al. does not expressly disclose recording a name of the laboratory, but does teach recording and identifying the digital image file from which the index print was made.

However, Nardozzi et al. teaches recording a name of the laboratory, (Col. 7, lines 56-59, shows that upon receiving an order the name of the identified store is recorded). Nardozzi et al discloses this limitation in an analogous art for the purpose of

showing that information recorded upon making an order is used for further processing the order.

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to record a name of the laboratory with the motivation of documenting the name of the place where the photos are processed into the system for later retrieval.

Fredlund et al does not expressly disclose the system that makes a determination regardless of a content, or record.

However, Nardozzi et al. teaches, the system that makes a determination regardless of a content or record, (col. 3, lines 20-33, shows providing of an initial product offering, where the product offering represents the present print order, and analyzing the order based on the collection of order information with respect to orders placed at the kiosk, and not the content of the order information since the content information is then analyzed after it is collected, in this case the check is done through collection on an initially offered product).

Since Nardozzi et al. and Fredlund et al. are both from the same field of endeavor of providing an incentive to the customer who previously used or ordered the service, the purpose disclosed by Nardozzi et al. would have been well recognized in the pertinent field of Fredlund et al.

Accordingly, it would have been obvious at the time the invention was made to a person having ordinary skill in the ad to modify the invention of Fredlund et al such that

the invention that performs a check regardless of a content of the present print order, as taught by Nardozzi et al, for the purpose of encouraging the customer to keep using and ordering the services in the future.

Response to Arguments

4. Applicant's arguments filed 11/2/06 have been fully considered but they are not persuasive.

With respect to claims 1 and 38, applicant argues that neither Fredlund nor Nardozzi disclose a plurality of predetermined time periods are prepared and the charge determiner deducts a different predetermined amount for each of the plurality of predetermined time periods. Applicant argues that Fredlund merely teaches that a customer may either have the digital file of their negatives deleted or extended for a certain period of time, and that there are several services and special price advantages offered during the time period, and that if any service is ordered by the customer, maintenance of the digital negatives file may be extended. However, in Fredlund, it is during these certain periods of time that special price advantages are offered, which is analogous to time periods where an amount is deducted for a particular time period as also shown in Col. 4, lines 39-55.

As per claims 20 and 39, the applicant argues that neither Fredlund nor Nardozzi disclose a checker that checks whether or not the user has previously ordered a print with the same laboratory system. Applicant argues that Fredlund discloses a checker that checks whether or not the user has previously ordered a print with the same

laboratory system. However, Nardozzi et al discloses providing an incentive (or promotional discount) to the customer who previously used or ordered as shown in col. 9, lines 18-52. This incentive is provided regardless of regardless of a content of the previous order since the order is shown to be customized in different formats, but is based on the record of the order.

As per claims 28 and 40, the applicant argues that neither Fredlund nor Nardozzi disclose a checker that checks whether or not the user has previously ordered prints with the same print service front according to the record recorded by the first recorder. However, as described in the previous paragraph, Nardozzi et al discloses providing an incentive (or promotional discount) to the customer who previously used or ordered in col. 9, lines 18-52, and in order to know whether or not a customer has previously ordered or used, this type of information must have been checked.

Conclusion

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Akiba K Robinson-Boyce whose telephone number is 571-272-6734. The examiner can normally be reached on Monday-Friday 9am-4:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Hayes can be reached on 571-272-6708. The fax phone numbers for the organization where this application or proceeding is assigned are 703-746-7238 [After final communications, labeled "Box AF"], 703-746-7239 [Official Communications], and 703-746-7150 [Informal/Draft Communications, labeled "PROPOSED" or "DRAFT"].

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Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-305-3900.

A. R. B.

December 29, 2006